

EUROPEAN PATENT OFFICE

Patent Abstracts of Ja

PUBLICATION NUMBER : 10096890
PUBLICATION DATE : 14-04-98

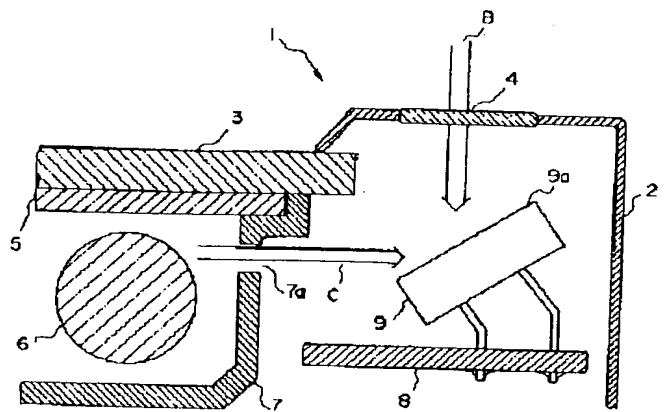
APPLICATION DATE : 20-09-96
APPLICATION NUMBER : 08250692

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INT.CL. : G02F 1/133 G02F 1/1335 G09G 3/18
H04N 5/66

TITLE : DISPLAY DEVICE



ABSTRACT : PROBLEM TO BE SOLVED: To provide a display device that is free from frequent changeover in the lighting luminance due to a slight change in the external light.

SOLUTION: In a liquid crystal display device 1, a light guiding hole 7a is provided on the side of a reflector 7, and also the light receiving face 9a of an optical sensor 9 is inclined at a prescribed angle to the side of the light guiding hole 7a. As a result, light C from a back light 6 and the external light B from outside the device are received by the light receiving face 9a of the optical sensor 9, so that, based on this result of the light received, the luminance of the back light 6 is switched to low or high luminance. Accordingly, with the luminance of the back light 6 switched, the change of the light C is immediately reflected on a changeover control mechanism for switching the luminance of the light C, thereby preventing the generation of the frequent changeover phenomenon in the luminance of the back light 6 due to a slight change in the external light B.

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